

Establishing Your Deadline

Project	
Date	
Your name	

1	Date of desired delivery in reader's hands
2	Mailing Date necessary to achieve above delivery date
3	Final Approval of Proofs
4	Page Layout Ends
5	Page Layout Begins
6	Final Manuscript completed
7	Date content finalized

From:

Parker, Roger C. "Planning for Success." One-Minute Designer: Section 1, Page 6

Web PR – Level 1

Establishing Your Deadline, continued...

Your Budget

1	Layout and production \$
2	Service bureau \$
3	Printing costs \$
4	Preparing and applying mailing labels \$
5	Postage \$

From:

Parker, Roger C. "Planning for Success." One-Minute Designer: Section 1, Page 3

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